

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322682

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RALIE PARTNERS LTD.		11/10/2014	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	POPSUGAR Inc.		
Street Address:	111 Sutter Street, 15th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3698452	LETSGOSHOPPING.COM	
CORRESPONDENCE DATA			
Fax Number:	3172317433		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	317-236-1313		
Email:	jgard@btlaw.com		
Correspondent Name:	Julia Spoor Gard		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	42537-LETSGOSHOPPING		
NAME OF SUBMITTER:	Julia Spoor Gard		
SIGNATURE:	/jgard/		
DATE SIGNED:	11/10/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

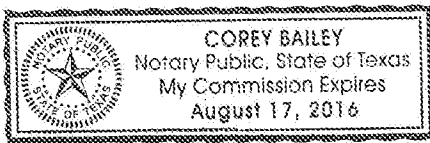
For good and valuable consideration, to be paid in full by ASSIGNEE upon completion of the assignment described below, RALIE PARTNERS LTD., a Texas corporation having a place of business at 534 Dove Hollow Trail, Georgetown, Texas 78633 (ASSIGNOR), hereby assigns, sells, conveys and transfers to POPSUGAR Inc., a Delaware Corporation having a place of business at 111 Sutter Street, San Francisco, California 94104 (ASSIGNEE), all rights, title, and interest to the trademark LETSGOSHOPPING.COM (the "Trademark"), including United States Trademark Registration Number 3698452 for said trademark, together with the goodwill of the Trademark and the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

ASSIGNOR represents and warrants that ASSIGNOR is the sole and exclusive owner of the Trademark and has the unrestricted right and capacity to enter into this agreement and to sell, transfer, and assign all rights, title, and interest in and to the Trademark to ASSIGNEE, free and clear of any liens or encumbrances. ASSIGNOR agrees to execute and deliver all papers, instruments, and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title and interest in and to the Trademark in ASSIGNEE and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary.

Upon completion of this assignment, ASSIGNEE agrees to pay ASSIGNOR the amount of \$4,925 (four thousand nine hundred and twenty five dollars), plus attorney fees equal to \$360 (three hundred and sixty dollars).

In the event of a dispute, TEXAS law shall apply without giving effect to its choice of law provisions. Venue shall be exclusive in Williamson County Texas.

This assignment is effective as of NOVEMBER 10, 2014.



RALIE PARTNERS LTD.
By: [Signature]

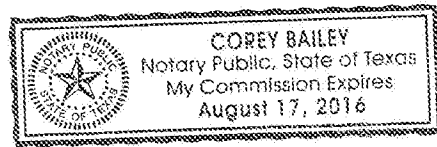
Name: Charles E. "Ed" Bradshaw

Title: President

Date: November 10th, 2014

STATE OF TEXAS
COUNTY OF WILLIAMSON

On the 10th day of November, 2014, before me, a Notary Public in and for said County and State, personally appeared and acknowledged that he is the President of Ralie Partners Ltd.; that he is authorized by said Corporation to execute the foregoing Assignment on behalf of said Corporation; and that he did execute the foregoing Assignment on behalf of said Corporation, pursuant to such authority.



CB
Notary Public

COREY BAILEY
Printed Name

My Commission Expires: 08/17/16